CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

1. A computer assisted on-line negotiation method in which an on-line e-commerce site can negotiate with a customer based on his or her dynamic profile comprising the steps of:

4 generating off-line static customer profiles based on past history that

generating off-line static/customer profiles based on past history that the site has about various customers, including multiple value attributes;

assigning a static customer profile to a new customer visiting the online e-commerce site, the initial assignment to a profile being based on whatever information is available about the customer at the time of assignment;

negotiating by the on-line e-commerce site with the customer based on the customer's dynamically changing profile; and

changing the customer's dynamically changing profile during negotiations based on the customer's observed behavior.



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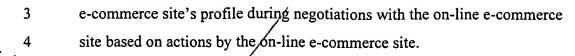
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- 2. The computer assisted on-line negotiation method recited in claim 1, further comprising the step of updating past history information based on the negotiations with the customer.
- 3. The computer assisted on-line negotiation method recited in claim 2,
- wherein the attributes included in the past history information include non-
- 3 quantitative information.

1	4. The computer assisted on-line negotiation method recited in claim 3,
2	wherein the non-quantitative information includes season and time of day.
1. N n-	5. The computer assisted on-line negotiation method recited in claim 1, further
1/2 Dul	comprising the steps of:
3	capturing by the on-line e-commerce site the customer's "click-through
4	stream" and other direct interaction with the on-line e-commerce site; and
5	analyzing the interaction with the on-line e-commerce site to update
6	the customer's dynamic profile.
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1	6. The computer assisted on-line negotiation method recited in claim 5,
2	wherein the other direct interaction includes the customer's voice and physical
3	actions.
1	7. The computer assisted on-line negotiation method recited in claim 1, further
2	comprising the steps of:
3	capturing by the customer the on-line e-commerce site's actions; and
4	formulating by the customer a profile of the on-line e-commerce site.
1) .	_8. The computer assisted on-line negotiation method recited in claim 7, further
2	comprising the steps of:
3	storing by the customer a formulated profile of the on-line e-commerce
4	site in a database of on-line e-commerce site profiles; and
5	accessing the on-line e-commerce site from the database by the
6	customer to begin negotiations with the on-line e-commerce site.
1, }	9. The computer assisted on-line negotiation method recited in claim 8, further
2 4 4/	9. The computer assisted on-line negotiation method recited in claim 8, further comprising the step of dynamically modifying by the customer the on-line



10. The computer assisted on-line negotiation method recited in claim 9, wherein actions by the on-line e-commerce site on which the site's profile is

dynamically modified include prices of items offered for sale, packaged deals

4 and bonuses

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